RITE AID CORPORATION
CATEGORY MANAGEMENT BULLETIN #C768
MAY 10, 1996

TO: ALL STORES

FROM: DAN GARBER

The cigarette displays that occupy the checkouts and backbar in all Rite Aid stores are set up under strict contractual agreements with the major cigarette manufacturers. These permanent displays must be set up according to the attached backbar configuration in order to keep the contracts binding. This bulletin is being issued to make sure that ***ALL STORES*** comply with these agreements.

Any store that does not comply will be reported to the Home Office by the manufacturer's representatives. As a result we will not be paid for that store. There may be a small number of stores that have a non-standard checkout that is too small for any displays. Market Managers will provide us with a list of these stores which we will not be paid for by the cigarette companies.

Representatives from the various cigarette manufacturers will be coming into your store to inspect their racks and add any that may be missing. Only those permanent racks that are shown on the attached configuration are authorized. All other permanent racks must be taken down and may be removed by the appropriate representative. There may currently be temporary cardboard displays in the stores that contain special offerings, such as ***Buy 2 Get 1 Free*** or ***Free Gift with Purchase***. These temporary displays may remain in the store.

Each representative may determine what product is to be displayed on their permanent fixture. However, ***It is the responsibility of the Store Manager to make sure that the fixtures are placed according to the enclosed configuration and that product is maintained on those fixtures.***

Once the backbar configuration has been completed, any additional space may be utilitzed for the temporary "in and out" displays that are sent by the Home Office and appear in the weekly merchandising bulletins.

REPEAT: It is the Store Manager's responsibility to maintain the cigarette racks in the proper location and to ensure that they are filled with the correct product.

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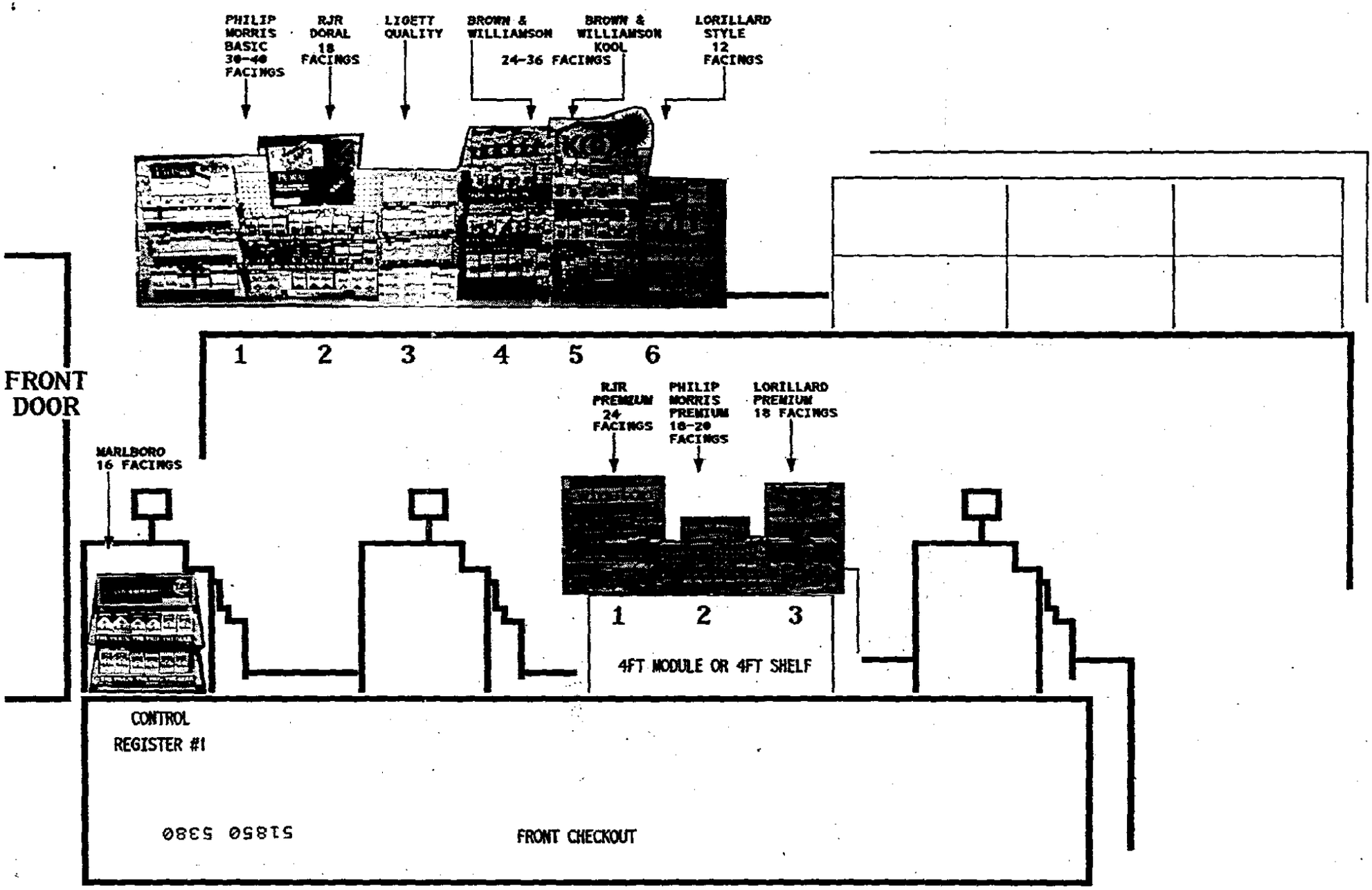
Source: https://www.industrydocuments.ucsf.edu/docs/gyby0000

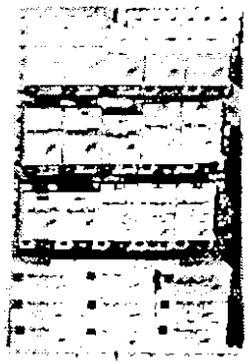


Source: https://www.industrydocuments.ucsf.edu/docs/gyby0000

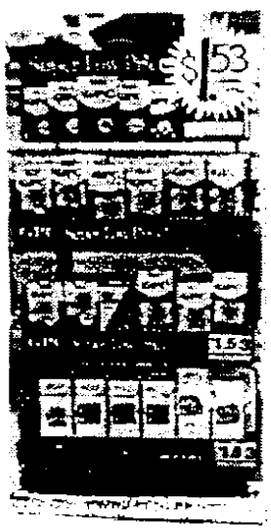
PERMANENT CIGARETTE BACKBAR DISPLAYS

#1 PHILIP MORRIS BASICS
30-40 FACINGS

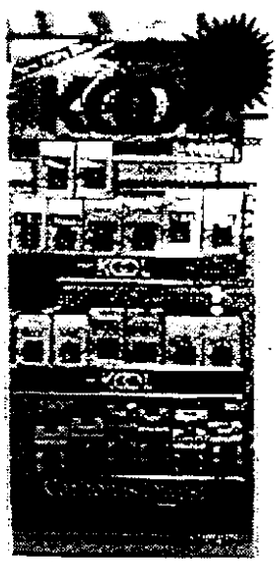
#2 RJR DORAL
18 FACINGS



#3 LIGETT QUALITY

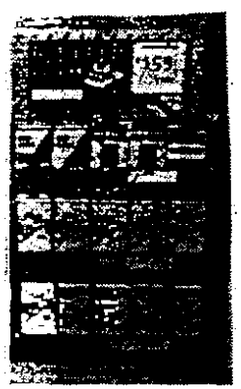


#4 BROWN & WILLIAMSON



#5 BROWN & WILLIAMSON
KOOLS

24-36 FACINGS



#6 LORILLARD STYLE
12 FACINGS

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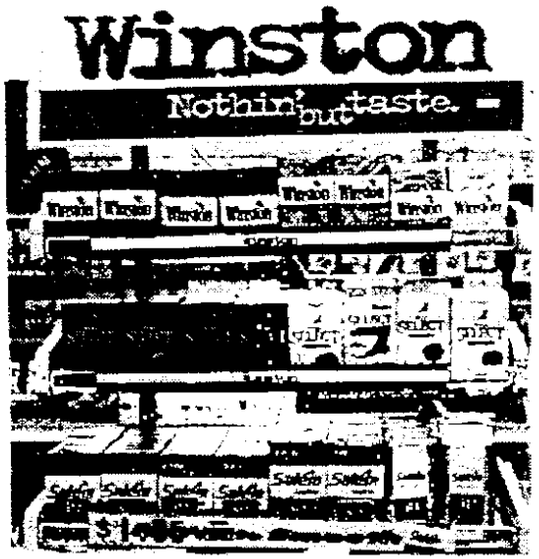
Source: https://www.industrydocuments.ucsf.edu/docs/gyby0000

FRONT CHECKOUT SHELF OR MODULE



#1 RJR PREMIUM
24 FACINGS

#2 PHILIP MORRIS PREMIUM
18-20 FACINGS

#3 LORILLARD PREMIUM
18 FACINGS

CONTROL REGISTER #1

MARLBORO
16 FACINGS

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Source: https://www.industrydocuments.ucsf.edu/docs/gyby0000